

Promotion Insights tracks coupons using the web

Drug Store News; New York; Apr 5, 1999; Liz Parks;

Volume: 21
Issue: 6
Start Page: 19
ISSN: 01917587
Subject Terms: Service introduction
Discount coupons
World Wide Web
Marketing
Brand image
Companies: **Promotion Insights**

Abstract:

Promotion Insights is rolling out a new Web-based coupon marketing intelligence system, called the BrandData Distribution Monitor, that is designed for retailers and manufacturers to use in measuring the effectiveness of brand and private label couponing programs.

Full Text:

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NEW YORK - Promotion Insights, a division of International Data L.L.C., an integrated promotional services company, is rolling out a new web-based coupon marketing intelligence system designed for retailers and manufacturers to use in measuring the effectiveness of brand and private label couponing programs.

BrandData Distribution Monitor began collecting data more than a year ago. Currently, six manufacturers, Kroger Supermarkets and one large mass market retailer are accessing coupon distribution data from the BrandData web site, BrandData.com. According to Promotion Insights president Steve Frank, more than 1,650 brands are now being tracked in 230 product categories. According to Frank, approximately 80 percent of all consumers use coupons and save an estimated \$3.5 billion each year.

Using the latest versions of either Netscape or Microsoft Explorer, BrandData Distribution Monitor users can sign on to the BrandData web site and click on a category, then drill down to look at a brand within that category on a market-by-market basis. Users can also click on a four-color digital image of ads that ran carrying a coupon to gain marketing intelligence about the image being created for that brand. Information includes the dollar value of a coupon, the circulation for a coupon and the frequency of coupon drops.

With the data being tracked in all 50 ACNielsen major markets and all 64 Information Resources major markets, brand managers have the ability to evaluate how effectively coupons have driven sales in a given market.

The cost for the BrandData Distribution, Monitor service ranges from \$5,000 to \$20,000 per brand per year, varying by the amount of coupon activity for the brand. For retailers with private label products to track, the pricing varies, depending on the amount of couponing activity that needs to be tracked.